CALL TO DUTY
BOOTS ON THE GROUND

Army Values

Intent

To emphasize the importance of the Army Values for all Soldiers and Department of the Army Civilians

Background

In 2005, the Army began a campaign to reemphasize the importance of the Army Values throughout the force. That mission continues today with the revised Army Values posters, which provide a visible reminder of embodiment of the warrior spirit and the importance of our core values.

Army Values - Our Core

Since September 11, 2001, the world has witnessed the very best of our Soldiers, Army Civilians, and their Family members, as evidenced by their dedication to duty, professionalism, and compassion as they have lived the Army Values.

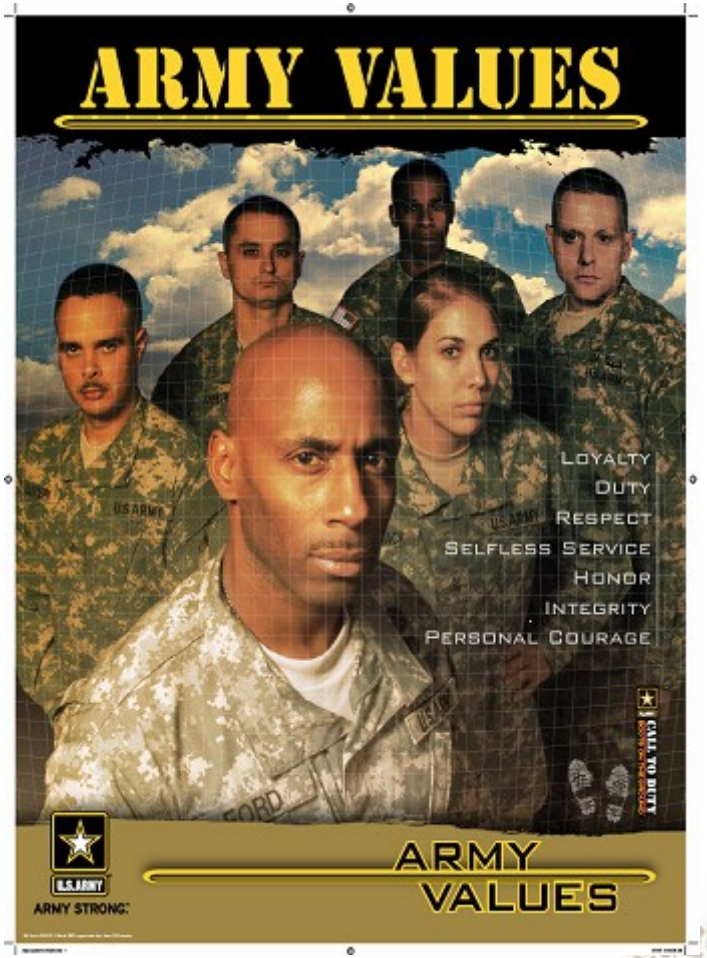
Many of our Army Family have made the ultimate sacrifice by giving their lives honorably in the Global War on Terrorism. Others have provided aid during times of need resulting from natural disasters or emergencies, at home and abroad. These honorable deeds epitomize the Army Values and earn the respect of people around the world.

Army Values - Our Core

The Army Values - Loyalty, Duty, Respect, Selfless Service, Honor, Integrity, and Personal Courage (LDRSHIP) - are our baseline, our foundation, our core. They define who we are, what we do, and what we stand for.

Army Values

- **L**oyalty
- **D**uty
- **R**espect
- **S**elfless Service
- **H**onor
- **I**ntegrity
- **P**ersonal Courage



Loyalty

Bear true faith and allegiance to the U.S. Constitution, the Army, your unit and other Soldiers

LOYALTY
Bear true faith and allegiance to the U.S. Constitution, the Army, your unit and other Soldiers.
"The price of freedom is eternal vigilance"
Thomas Jefferson
U.S.ARMY
ARMY STRONG
ARMY VALUES

Duty

Fulfill your Obligations

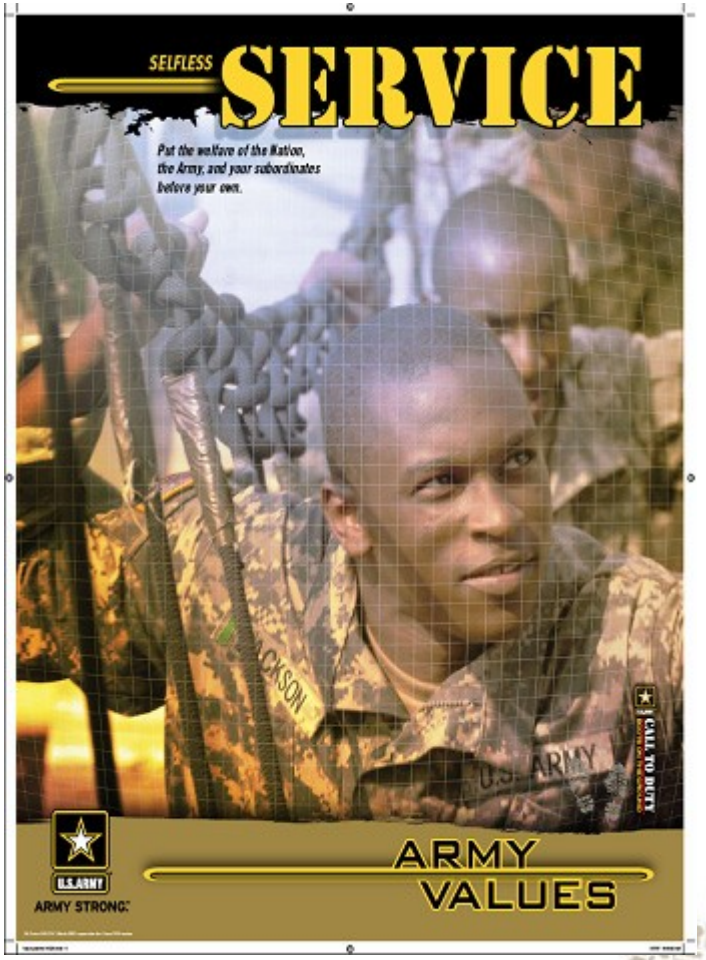
DUTY
Fulfill your obligations.
"I am a Soldier, I fight where I am told, and I win where I fight."
— General George S. Patton
ARMY VALUES
ARMY STRONG.

Respect

Treat people as they should be treated

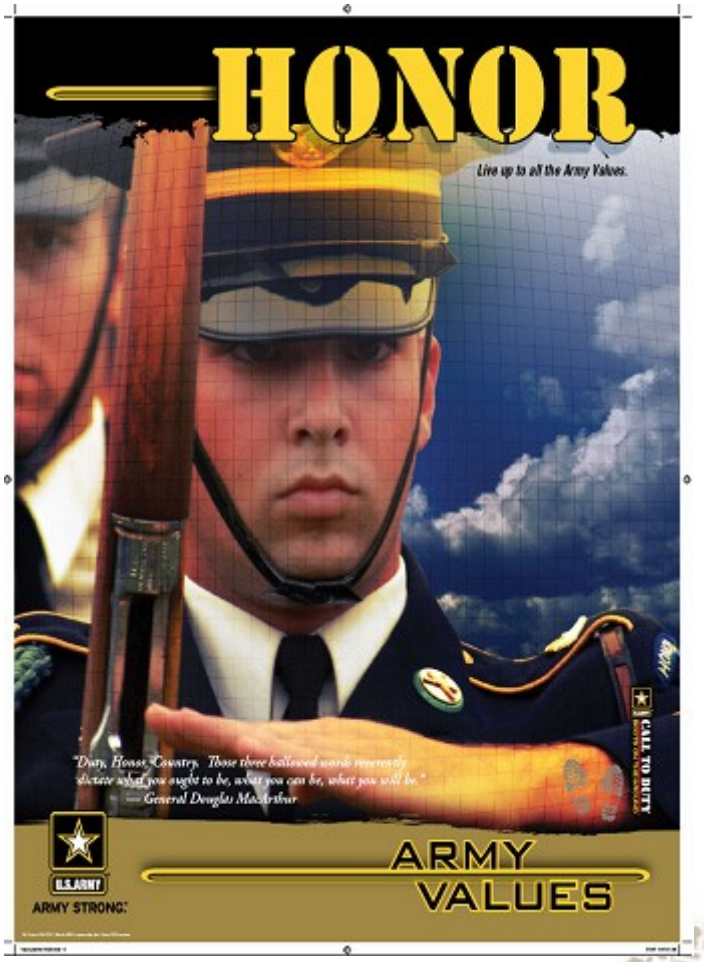
Selfless Service

Put the welfare of the Nation, the Army, and your subordinates before your own



Honor

Live up to all the Army Values


HONOR
Live up to all the Army Values.
"Duty, Honor, Country. Those three hallowed words reverently dictate what you ought to be, what you can be, what you will be."
General Douglas MacArthur
ARMY VALUES
ARMY STRONG.

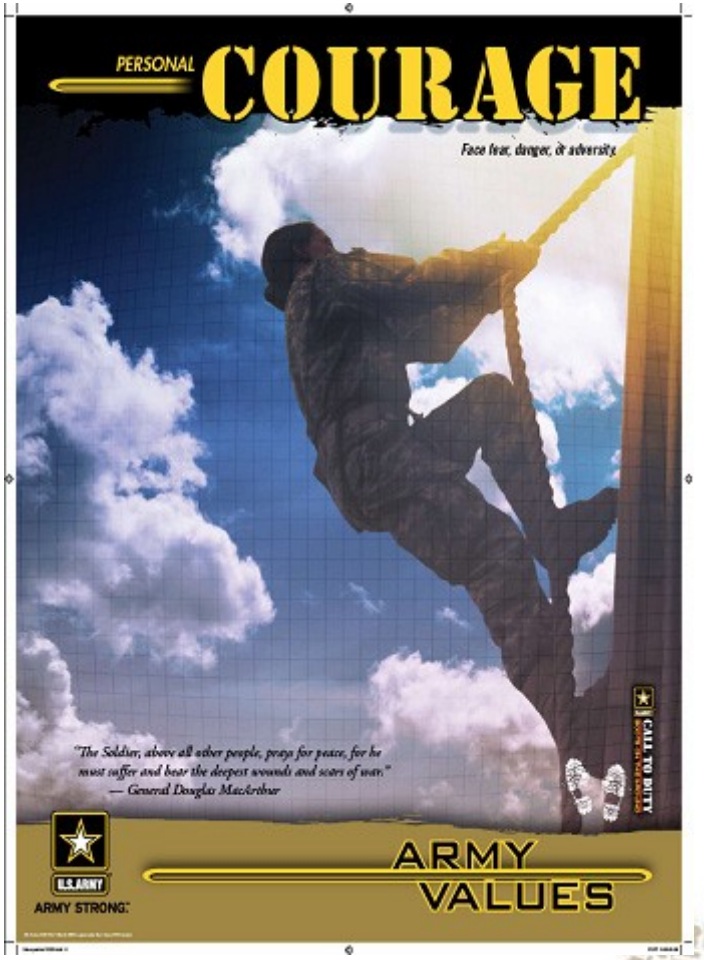
Integrity

Do what's right, legally and morally

INTEGRITY
Do what's right, legally and morally.
"The truth of the matter is that you always know the right thing to do. The hard part is doing it."
— General Norman Schwarzkopf
ARMY VALUES
ARMY STRONG

Personal Courage

Face fear, danger, or adversity (physical or moral)


PERSONAL
COURAGE
Face fear, danger, or adversity.
"The Soldier, above all other people, prays for peace, for he must suffer and bear the deepest wounds and scars of war."
— General Douglas MacArthur
ARMY STRONG.
ARMY VALUES

Our Values

Actions counter to the Army Values weaken the Army team, our morale, and our readiness. They discredit our service to the Nation, and can lead those we serve to question our values. We must *never* accept actions inconsistent with the Army Values.